

Land Processes Distributed Active Archive Center (LP DAAC) Outreach & Communications Status

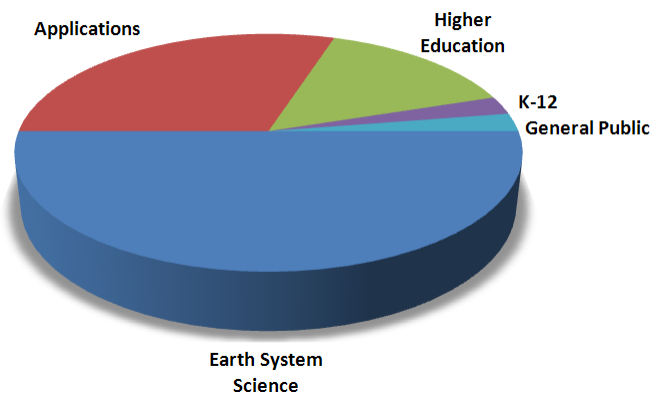
User Working Group
August 11-12, 2010



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LP DAAC

Outreach Mission

“To promote the awareness, understanding, acquisition,
and use of LP DAAC data by end-user communities”



Outreach Trends (10 year)

- Total number of events down from historic highs
- More NASA coordinated (OneNASA, OneData) events, far fewer LP DAAC-led events
- More emphasis on web content
- Less staff/cost



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Recent Activities – Outreach Events

Event	Date	Activities
Geol. Soc. America (GSA), Portland, OR	10/18-21, 2009	OneData ¹
Native peoples Climate Change Workshop, Prior Lake, MN	11/18-21, 2009	NASA Tribal College
Amer. Geophys. Union (AGU), San Fran., CA	12/14-18, 2009	OneNASA ¹
Wildland/Urban Interface, Reno, NV	3/28 – 4/1, 2010	OneNASA ¹
Assoc. of Amer. Geographers (AAG), Washington, DC	4/14-18, 2010	OneData
IEEE Geosci. & Rem. Sens. Soc. (IGARSS), Honolulu, HI	7/25 – 30, 2010	OneNASA
Ecol. Soc. America (ESA), Pittsburgh, PA	7/31 – 8/2, 2010	OneData ²

1. Included in-booth demos

2. Included pre-registered workshop independent from booth



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Recent Activities – Web Content

- Web Content
 - 53 product pages updated
 - 5 new product pages added, 5 deleted
 - 13 news announcements added
 - 126 data in action postings added
 - Added FAQs to customer service
 - Added video tutorials to community/multimedia



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Outreach– Vision & Strategic Goals

- **Outreach Vision:** Three years from now, the LP DAAC will be a recognized leader in innovative, proactive, and effective outreach.
- **Strategic Goals:**
 1. Maintain strengths
 2. Address weaknesses



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Outreach Strategy – SWOT Analysis

STRENGTHS

- Effective relationship with NASA outreach
- Extensive information available on-line

WEAKNESSES

- Visibility / Reach
- Engagement
- Innovation of delivery

OPPORTUNITIES

- Social media & multimedia
- Target Applications & Higher Education communities

THREATS

- External perception



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Plan to Maintain Strengths

- Continue supporting OneNASA & OneData events
 - AGU, AAG, GSA, ESA, domestic IGARSS, one wildcard
 - Anticipate more pre-registered workshops
 - Add 5 new 1-page handouts (1 x ASTER, 3 x MODIS, 1 x Get Data)
- Continue maintaining web site content
 - Product 1 – pagers, news items, data in action, FAQs, user guides



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Plan to Address Weaknesses

	Visibility / Reach	Engagement	Innovation of Delivery
LP DAAC annual applications event	+	+	
Develop video tutorials for access methods, tools			+
Develop lab exercise	+		+
Social Media - Forum		+	+
Social Media – Collaborative bookmarking	+	+	+
Social Media – Product reviews		+	+



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LP DAAC Applications Event

- 1 per year
- LP DAAC sponsored
- Planning for:
 - Society of American Foresters, 10/27-31, Albuquerque, NM



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Video Tutorials

- “Screencast”, follow-along use case
- One per tool or access method
- Publish in Get Data alongside traditional user guides



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Lab Exercise

- For use in Higher Education setting
- Proposed:
 - 300/400 level, 2 hour lab
 - Examine fundamentals of ASTER L1B and MODIS SR MOD09GA using HDFView
 - Data and tools are free / pre-packaged



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Social Media - Forum

- User-generated content, “Wisdom of Crowds”
- Proposed sections:
 - Products
 - Tools
 - Access



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Social Media – Social Bookmarking

1. Convert User Links page to Social Bookmarking page (outside-in)
 - User-generated content, “Folksonomy”
 - Searchable tags
 - UWG can seed
2. Social Bookmarking links (inside-out)
 - Bookmark any page in service of choice
 - Increases search engine relevance

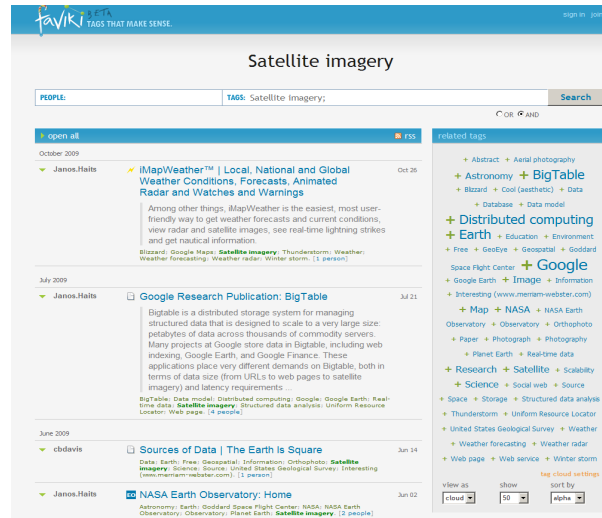


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Social Media – Social Bookmarking

Example 1 (faviki)

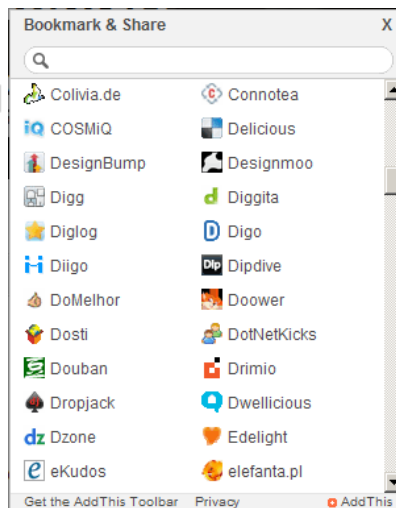


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Social Media – Social Bookmarking

Example 2



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Social Media – Product Reviews

- Ratings and comments on products
- User-generated content, “Fitness for Use”
- Proposed:
 - Accessible from products tables, 1-pagers
 - Rate overall, quality, usability





















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Social Media – Product Reviews

- Example (Data.gov)

Name (click for metadata and to rate dataset)		Rating
 Land Surface Temperature at Night	MODIS (or Moderate Resolution Imaging Spectroradiometer) is a key instrument aboard the Terra (EOS AM) and Aqua (EOS PM) satellites. Terra's orbit around the Earth is tim...	     (1 votes)
 On Earth	MODIS (or Moderate Resolution Imaging Spectroradiometer) is a key instrument aboard the Terra (EOS AM) and Aqua (EOS PM) satellites. Terra's orbit around the Earth is tim...	     (1 votes)
 Tropical surface current velocities	These data are estimates of the horizontal near-surface currents of the Tropical Pacific ocean, from October 1992 to current.	     (8 votes)

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Discussion / Feedback

- Right track?
- Priorities?
- New ideas?

